

Amendments to the Claims

This listing of claims will replace all prior versions, and listings of claims in the application

Listing of Claims

1. (Withdrawn) A fuel dispenser advertising system, comprising:

one or more fuel dispensers operable to dispense fuel;

a display subassembly associated with each of said one or more fuel dispensers for presenting advertising information to a customer;

a master interface system for storing advertising information and for transmitting said stored advertising information to each said display subassembly by executing predetermined programming of said advertising information; and

wherein said master interface system logs in to a central office system to download updates of said advertising information and synchronize transmitting of said stored advertising with synchronizing information received from the central office system such that distribution of said advertising information at the location of said master interface system can be synchronized with delivery of similar advertising information at other remote locations.

2. (Withdrawn) The system of Claim 1, wherein each said display subassembly comprises an electronic display for presenting said advertising information to said customer, said information comprising audio and video information.

3. (Withdrawn) The system of Claim 2, wherein said display is a liquid crystal display (LCD).
4. (Withdrawn) The system of Claim 3, wherein said LCD has enhanced brightness during light ambient conditions which allows said customer to more easily view said displayed advertising information.
5. (Withdrawn) The system of Claim 1, wherein said master interface system transmits said advertising information wirelessly to each said display subassembly.
6. (Canceled)
7. (Currently Amended) The system of Claim 1, wherein ~~said central office downloads~~ only ~~said~~ advertising information which is different than said advertising information already stored on said master interface system is downloaded from said central office.
8. (Withdrawn) The system of Claim 1, wherein said master interface system is located substantially adjacent to said one or more fuel dispensers.
9. (Withdrawn) The system of Claim 1, wherein said master interface system is physically mated to one of said one or more fuel dispensers.

10. (Withdrawn) The system of Claim 1, wherein said master interface system executes programming according to a programmed schedule.
11. (Withdrawn) The system of Claim 1, wherein said master interface system presents emergency broadcast and local public service announcements to said customer.
12. (Withdrawn) The system of Claim 1, wherein said display subassembly is operable to present said information when a sensor is triggered in response to the arrival of said customer at a select one of said one or more fuel dispensers.
13. (Withdrawn) The system of Claim 1, wherein said display subassembly is operable to automatically adjust the brightness of an electronic display of said display subassembly in accordance with ambient light conditions.
14. (Withdrawn) The system of Claim 1, wherein said display subassembly is operatively connected to a video camera which focuses on the demeanor of said customer during presentation of said information.
15. (Withdrawn) The system of Claim 1, wherein said display subassembly comprises a coupon dispenser for dispensing coupons to said customer in response to a promotional program.

16. (New) A fuel dispenser advertising system, comprising:

one or more fuel dispensers operable to dispense fuel;

one or more display subassemblies respectively associated with said one or more fuel dispensers for presenting information to a customer;

a master interface system for storing said information and for transmitting said information to one or more of said one or more display subassemblies; and

said master interface system for downloading an update of said information from a central office system, said update including only information determined at the central office system to be different than said information already stored on said master interface system.

17. (New) The system of Claim 16, wherein said master interface system transmits said information wirelessly to one or more of said one or more display subassemblies.

18. (New) The system of Claim 17, wherein said master interface system downloads said update wirelessly from the central office system.

19. (New) The system of Claim 18, wherein said master interface system is physically attached to one of said one or more fuel dispensers.

20. (New) The system of Claim 16, wherein said information is advertising information.

21. (New) A fuel dispenser advertising system, comprising:

one or more fuel dispensers operable to dispense fuel;

one or more display subassemblies respectively associated with said one or more fuel dispensers for presenting information to a customer;

a master interface system physically attached to one of said one or more fuel dispensers, said master interface system for transmitting said information wirelessly to one or more of said one or more display subassemblies; and

said master interface system for downloading an update of said information wirelessly from a central office system.